

Proceedings of the New York State Communication Association

Volume 2011 *Proceedings of the 69th New York State
Communication Association*

Article 1

10-18-2012

From the Editor

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Recommended Citation

O'Connell, Roxanne M. (2012) "From the Editor," *Proceedings of the New York State Communication Association*: Vol. 2011, Article 1.
Available at: <http://docs.rwu.edu/nyscaproceedings/vol2011/iss1/1>

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From the Editor

Roxanne O'Connell
Roger Williams University

This edition of the proceedings of the New York State Communication Association conference of 2011 marks the first publication using our new online journal site built on the Digital Commons framework as managed by BePress. How this came about is a testament to the generosity and commitment of university librarians everywhere who work tirelessly to find ways for scholarship to have a home that preserves while affording access to as broad an audience as possible.

At the beginning of 2012, as I was collecting the submissions for this edition and thinking about hackers and service providers and the seemingly never ending task of keeping up with technologies that always threatened to outstrip my knowledge base, Mary Wu from the Roger Williams University Library sent out a call among our faculty for any interested journal editors to host their journal, free of charge, at RWU. They had already licensed the Digital Commons publishing system for university collections and wanted to do more to maximize their investment.

I notified the executive board, responded to Mary Wu, did the training while I was on Spring Break, worked with the BePress designers to get what we needed (blind peer review, our NYSCA logo, etc.) and uploaded the last two years' volumes. The system was so much easier to use, although it still required a little adjusting. I also uploaded the 2011 submissions we had already received and proceeded to pull together the reviewers.

Over the summer, reviewers and authors did what they needed to do and the 2011 Proceedings came together (I think, because I am writing this before I push the "Close Issue and Publish" button!)

But something else happened over the summer that I hadn't expected. I started to get periodic emails from the Journal site telling me how many articles had been downloaded and which ones—we were actually able to see the *reach* of the work we publish here. I discovered that authors get personally notified when my GIFT paper was downloaded. And that's a beautiful thing.

I hope the new online journal, and all its bells and whistles, will inspire presenters at the 2012 NYSCA Conference to consider submitting their papers this year. I think right here is going to be a very good place to be "seen."

Roxanne O'Connell
Editor-in-Chief, October 15, 2012